

8-8-2013

# Demonstrating Impact through Effective Communication

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# ***Demonstrating Impact through Effective Communication***

Digital Commons<sup>+</sup>  
Great Lakes Users Group  
August 8 -9, 2013

Kim Myers  
Digital Repository Specialist  
The College at Brockport

# Let's get acquainted



@Microsoft.com 2013



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# The College at Brockport

4 yr. comprehensive college

- SUNY system
- 8400 FTE
- 49 Undergraduate majors
- 47 Graduate programs



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## Our Great Lakes Connection

The College at Brockport is located in Western NY, near the shores of Lake Ontario, on the banks of the Erie Canal, and in the Finger Lakes region.

Lake Ontario Research has long been an important part of the College's mission and in 2006 was introduced as one of the College's Major Initiatives. Our Study on Water Resources of NYS and the Great Lakes collection reflects this.



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# Digital Commons @Brockport

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## Browse Research and Scholarship

- [School, Department, or Center](#)
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- [Master's Theses and Honors Projects](#)

Digital Commons @Brockport is an online collection of scholarly and creative works produced by the faculty, staff, and students of The College at Brockport.

This digital repository is a service of Drake Memorial Library and Library, Information, & Technology Services.



Explore 1,829 works

[View Larger](#) ➔

### At a Glance

Follow

Top 10 Downloads

All time

Recent Additions

20 most recent additions

### Paper of the Day

ITS @Brockport: Fall 2007

Mary Jo Orzech

1,874 papers to date

161,149 full-text downloads to date

158,705 downloads in the past year





# We will talk about today:

## Communication Plan

- What is it?
- Why do you need one?

## Tools

- Emails
- Infographics
- Reports

## Measuring impact

- How will you know when you have made an impact?



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As \$\$ gets tighter, demonstrating  
impact becomes increasingly  
important







# COMMUNICATION PLAN



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# Digital Commons Communication Plan

- *Who are our stakeholders?*
- *What needs to be communicated?*
- *What methods will we use to communicate with stakeholders?*
- *How often will we do it?*



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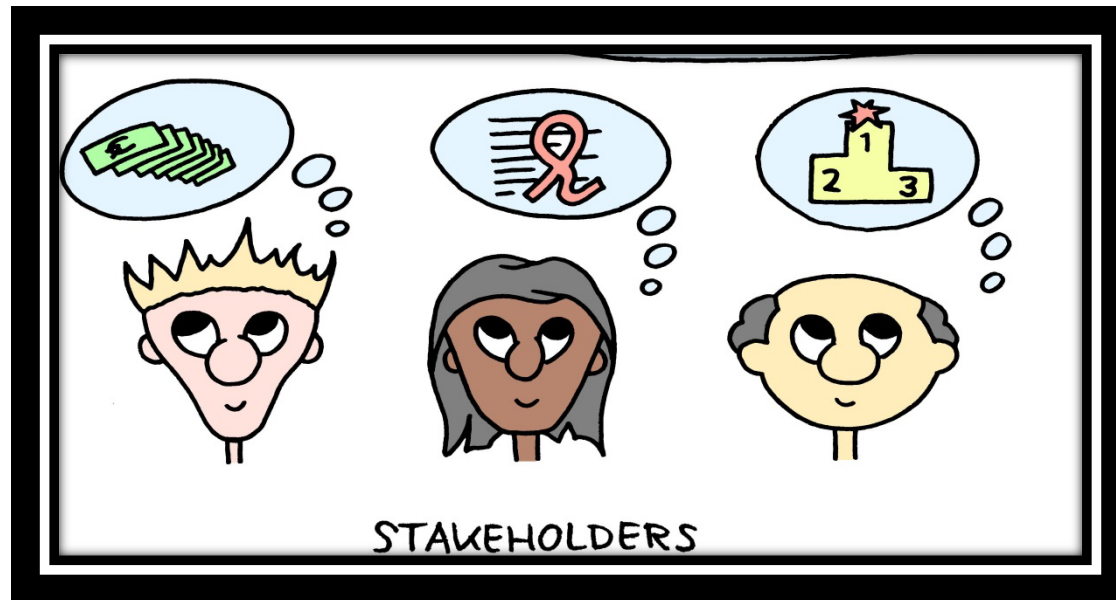
# *Who are our stakeholders?*

- College Administration (Provost, Frank , D&C)
- Library Administration (Mary Jo)
- Library Staff
- College Community (both current & former)
- Contributors (Faculty, emeriti, students, staff, alumni)
- Readers



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# *What do your stakeholders want?*



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<http://www.flickr.com/photos/jurgenappelo/5201843170/in/photostream/>



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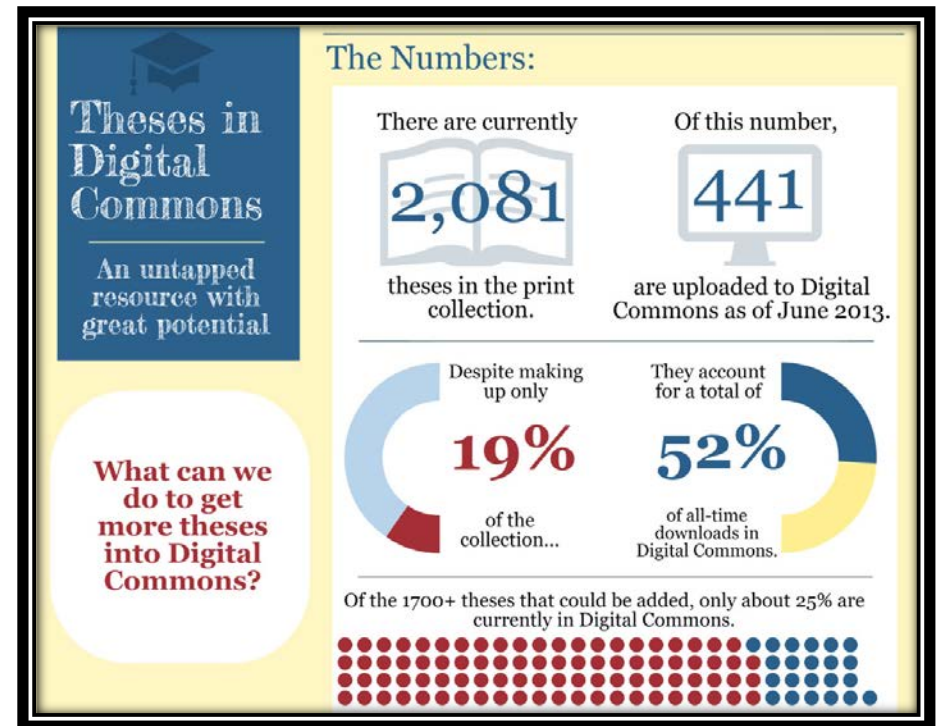
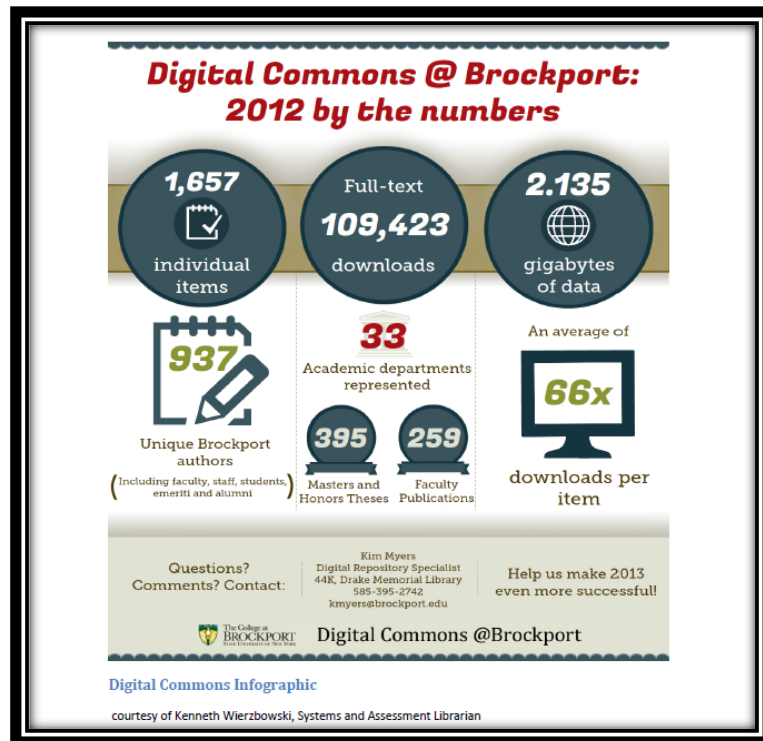


# TOOLS



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# Infographics



Created using [Piktochart](http://www.piktochart.com) software



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# Emails

## Paper of the Day

On May 23, 2013, at 7:18 AM, "Myers, Kim" <[kmyers@brockport.edu](mailto:kmyers@brockport.edu)> wrote:

Nick,  
Congratulations, your thesis "Thomas Paine: Author of American Independence" is being featured as the Digital Commons paper of the day. The paper of the day is featured on the library home page, the library's Facebook page, and through Twitter. It might be interesting when you get this month's download report to see if there are additional downloads today. Just to remind you, your URL is: [http://digitalcommons.brockport.edu/ehd\\_theses/174/](http://digitalcommons.brockport.edu/ehd_theses/174/), so if you wanted to share it or include it in a resume or CV, you could.  
Best wishes,

Kim L Myers  
Digital Repository Specialist  
<http://digitalcommons.brockport.edu/>  
44K, Drake Memorial Library  
The College at Brockport, State University of New York  
585-395-2742

 You forwarded this message on 6/24/2013 8:54 AM.

Congratulations,

The College at Brockport: State University of New York was among the most popular institutions in the [Medicine and Health Sciences Commons](#). Works from [Digital Commons @Brockport](#) ranked highly in this month. Listed below is the specific discipline where you shine in case you want to share the good news on campus.

Medicine and Health Sciences  
[Art Therapy](#)

Sent to Abby Mann

From the bepress Network



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# Daily Eagle

[Accomplishments  
Recognized in Digital  
Commons](#)

[Digital Commons  
@Brockport celebrates 1st  
anniversary](#)



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# Reports are another important tool

To: Petersen, Susan

Subject: Digital Commons contributions from the Department of Kinesiology, Sport Studies, and Physical Education (KSSPE) Spring 2013

Dear Dr. Petersen,

As the chair of the KSSPE department, I wanted to share this information with you, for your annual report. I am attaching an excel spreadsheet with some information about KSSPE's participation in [Digital Commons @Brockport](#). KSSPE has contributed 91 Faculty publications, which have been downloaded 20824 times, by people in 100 different countries. It is our most frequently accessed faculty collection. We very recently began adding retrospective KSSPE Master's theses to Digital Commons, and now have 10, which have been downloaded 218 times. Additionally, we have links to faculty books in the Drake library collection, and a small collection (4) of Faculty Conference presentations, ... downloaded 339 times.

I look forward to continuing our work together – and perhaps adding student conference presentations, or other collections that would benefit your department. If you would like to discuss this, or anything else, such as digital submission of theses, please feel free to contact me!

Best regards,

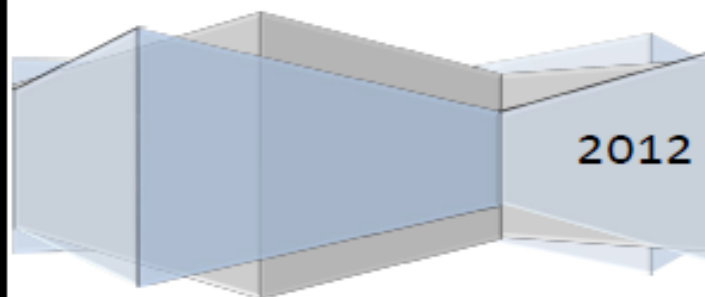
Kim L Myers

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## Digital Commons @Brockport

Annual Report: Year One

Prepared by: Kim Myers, Digital Repository Specialist



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# **The College at Brockport**

Drake Memorial Library

Complete report available online at:

[http://digitalcommons.brockport.edu/dc\\_reports/2](http://digitalcommons.brockport.edu/dc_reports/2)

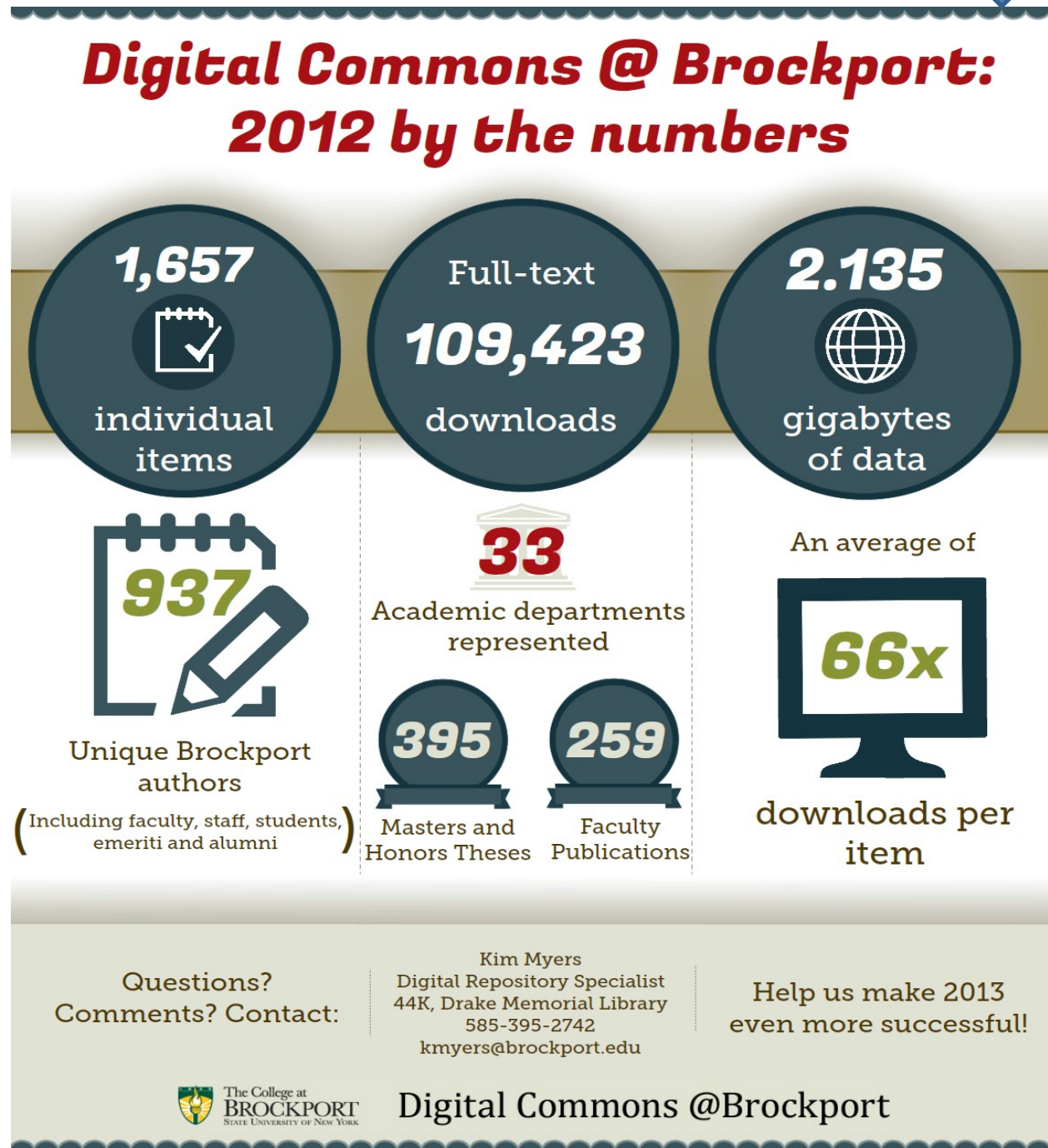
## **Digital Commons @Brockport**

**Annual Report: Year One**

Prepared by: Kim Myers, Digital Repository Specialist




**2012**



## Digital Commons Infographic

courtesy of Kenneth Wierzbowski, Systems and Assessment Librarian

## Executive Summary for key stakeholders.



### Executive Summary

This report highlights the major accomplishments of Digital Commons @Brockport during its first year in operation. With tremendous support campus wide, we added 1657 items and had 109,577 downloads, surpassing the bepress benchmarks for first year repositories of 731 items and 21,700 downloads by 226% and 522%. Using Digital Commons' reports and anecdotal evidence we will show how Digital Commons has impacted both the Brockport community, and the world at large. We will also recognize the contributions of Drake Memorial Library staff, and share our plans for the upcoming year.

### Message from Library Director

The online digital repository has made 'open access' more than a buzzword at Brockport. It allows us to collect and share examples of faculty and student scholarship more widely and efficiently. After only one year, the data on number of items in the Digital Commons and downloads concretely demonstrates its success. The Brockport Digital Commons has advanced our efforts significantly in capturing a variety of materials including graduate theses and capstone projects, two refereed student journals, faculty research reports, archive materials, conference proceedings and more. Thank you to faculty, staff and student authors as well as Frank Wojcik, Associate Provost, LITS and Anne Huot, Provost, Academic Affairs for their support. We look forward even greater use in the future.

Mary Jo Orzech, MLS, Ph.D.  
Director, Drake Memorial Library  
Library Information and Technology Services

## Focus on Strategic Goals!!!



### Committed to the Mission

From the beginning, Digital Commons @Brockport has focused its efforts on supporting the mission of the college. Here are a few examples:

**In Support of mission to become "Nationally Recognized, Comprehensive Master's Institution focused on Student Success" and strategic goal to add graduate theses to digital archive:**

- 4 departments (Communication, Counselor Education, Education and Human Development, Environmental Science and Biology) currently have thesis collections
- Counselor Education theses were never published in print, so the 132 in this collection are being seen for the first time. It is the most popular collection in Digital Commons, averaging 325 downloads each.
- Total thesis collections contain 351 Master's theses with 52,843 downloads to date (1/8/13)
- Alumni authors receive monthly download reports from Digital Commons, and the ongoing communication, coupled with the initial contact by the repository manager serves to strengthen their connection to The College at Brockport
- Began a pilot program with the Department of Education and Human Development for students to digitally upload theses.



**Develop the Library as a vibrant center for scholarly communication and research:**

Digital Commons @Brockport provides publishing services for:

- Two student journals, The Spectrum: A Scholars Day Journal, and
- Dissenting Voices, from the Women's and Gender Studies program

Full text of faculty monographs (selected examples)

- A Content Analysis of Middle School Fiction: Seeking Characters Who Write – dissertation: Carole Peltari
- Down to Earth – John Mosher, emeritus
- I Hope My Daddy Dies, Mister – Kenneth Herrmann, Social Work
- Lepers and Lunacy: An American in Vietnam Today – Kenneth Herrmann, Social Work
- I'm Nobody's Child – Kenneth Herrmann, Social Work

**Support for the SUNY Big Idea - The Seamless Education Pipeline:**

We host the CMST Institute Lesson Plans (NSF grant funded)

- Provides area teachers with enhanced training in STM subjects
- 482 Lesson Plans and supplemental files covering 6 years
- 24,499 downloads – each downloaded an average of 75 times

**Support for one of Dr. Halstead's "Six Major Initiatives for Ensuring the College's Success" Lake Ontario Research:**

Studies on Water Resources of New York State and the Great Lakes

- Contains 180 Technical Reports, related images, articles & newsletters, and Government documents
- Much of this is grey literature, not available elsewhere
- 3383 downloads, readers in 52 countries
- Collection has received national interest from bepress, featured in their blog and will also be subject of upcoming webinar in April.

**Overall Impact of Digital Commons:**

- Representation from 33 departments within the Division of Academic Affairs
- 1657 objects, 109577 downloads, readers from 143 countries

In addition to the Water Resources collection, Digital Commons @Brockport houses several other unique, signature collections which I will briefly discuss.

### **Archives and Special Collections:**

The Special Collections unit of the library is excited to be a part of the new Digital Commons. Our previous opportunity to post digitized materials online was at the NY Heritage site, a worthy effort, but involving a much less user friendly software. The Digital Commons software is easy to use, and Kim Myers is such a helpful and available manager of the site. To date the collections created include historic photographs of the college, student and other papers on the history of the school, a special section on the old campus school, and local history materials as well. The book scanner purchased this past year is making possible some excellent, and otherwise hard to do projects, like beginning the digitization of the college yearbooks. The scanner has been used quite a bit since its installation this past summer, including both support of class reunions like that of the Class of '62 this past fall, and local community history work, like scanning the sesquicentennial history of the town of Sweden, as they prepare for the bicentennial of the town.

These collections can be viewed at: <http://digitalcommons.brockport.edu/archives> and [http://digitalcommons.brockport.edu/spec\\_coll](http://digitalcommons.brockport.edu/spec_coll)

Charles Cowling, College Archivist

### **CMST Institute:**

The CMST Institute collection contains material produced by students of the CMST Summer Institute since 2000. The Institute is granted supported and providing access to such material is required by the grantor. The materials are primarily teacher lesson plans with supplemental data sets, developed by Institute participants. These lesson plans cover such technology tools as Geometer Sketchpad, ArcGIS, and Agent Sheets, to name a few. This collection does more than meet grant requirements, though, as its 482 Lesson Plans and supplemental files have been downloaded 24,499 times – or an average of 50 times each, in 2012!

### **Other new collections in 2012**

#### **Brockport Bookshelf:**

Many repositories have a bookshelf, with a few faculty authored or edited books in it, but Brockport's Bookshelf is the largest in the Digital Commons community. With 280 book metadata pages, including 13 full text versions, it helps expose Brockport authorship to the world. Our 13 full text books include one faculty dissertation, several emeriti publications, several book chapters, and 3 full books authored by current faculty member, Dr. Kenneth Herrmann. These books have been downloaded 429 times, since they were posted this summer and fall. Our metadata pages have been visited 5522 times, and they include links to the books in our catalog and elsewhere, adding additional exposure for our authors. You can visit it here: <http://digitalcommons.brockport.edu/bookshelf/>.

## Tell them some of our goals

### Where do we go from here?

Major goals for 2013 include:

- **Theses:** add 3 new collections; continue digital submission pilot program with Education and Human Development including evaluation and assessment; and encourage additional departments to submit theses digitally; reach 600 Master's and Senior Honors theses uploaded.
- **Conferences:** Host 2 conferences, including presentations or proceedings.
- **Journals:** Add two new journals, ideally faculty edited ones
- **Awareness:** Present at two local venues (CELT and one other) to raise awareness of Digital Commons campus wide.
- **Collections:** Develop a greater focus on creative works, and the departments that primarily produce them.
- **Metrics:** By 2014, have 2500 objects in the repository, and 300,000 total downloads.

## Invite them to participate

### Contact Information

If you would like more information about how Digital Commons @Brockport can serve your department, please contact:

Kim Myers, Digital Repository Specialist  
44K Drake Memorial Library  
395-2742  
[kmyers@brockport.edu](mailto:kmyers@brockport.edu)

### Here are a few ideas to get you started

Student work:

Poster Presentations from conferences

Theses

Award winning papers

Journals

Faculty work:

Conference papers or posters

Books or chapters you retain copyright to

Journals

Other:

Department newsletters

Image collections

You tell me!

## Appendix

Exhibit 1: Number of Documents by Type in Digital Commons as of 1/4/2013

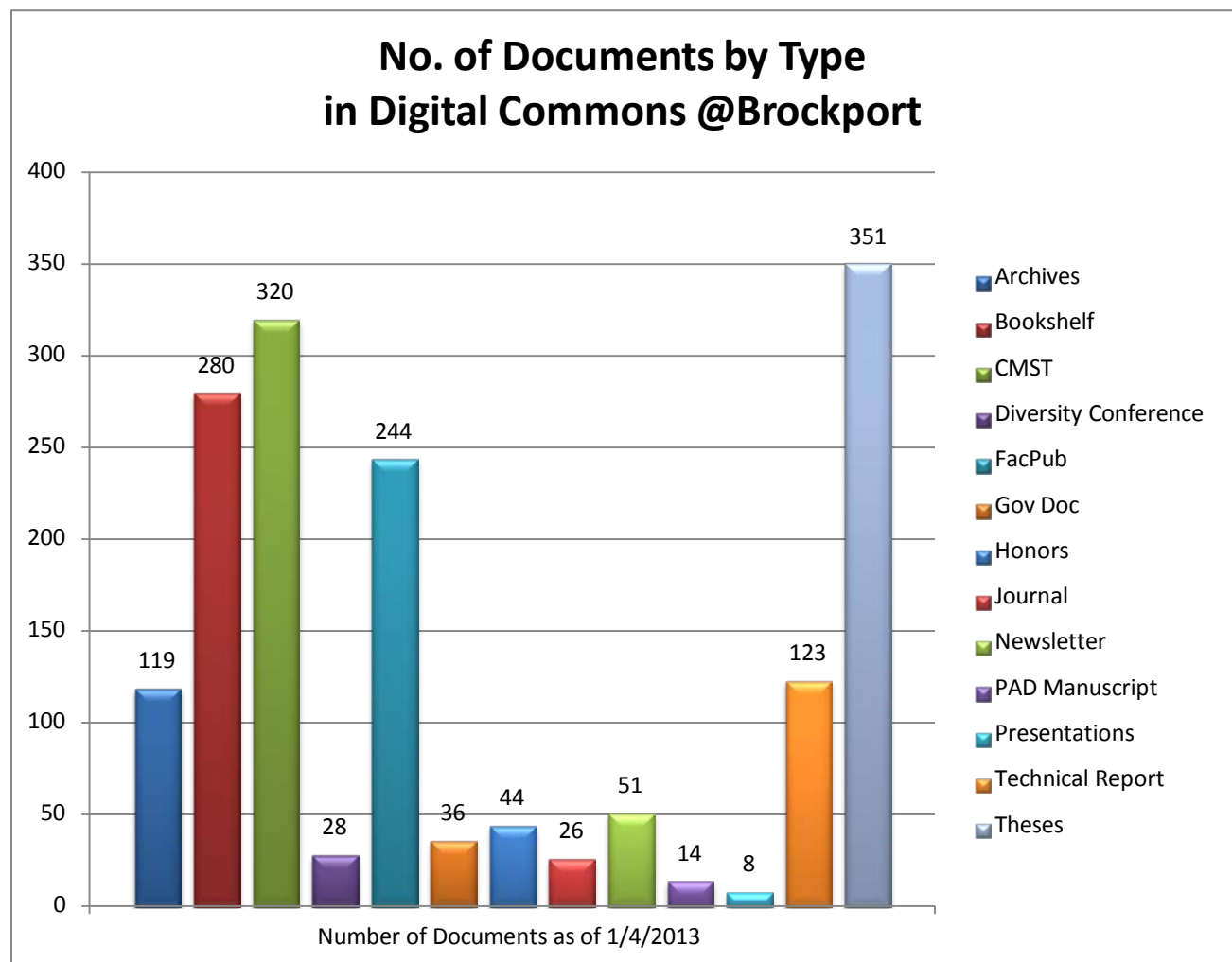
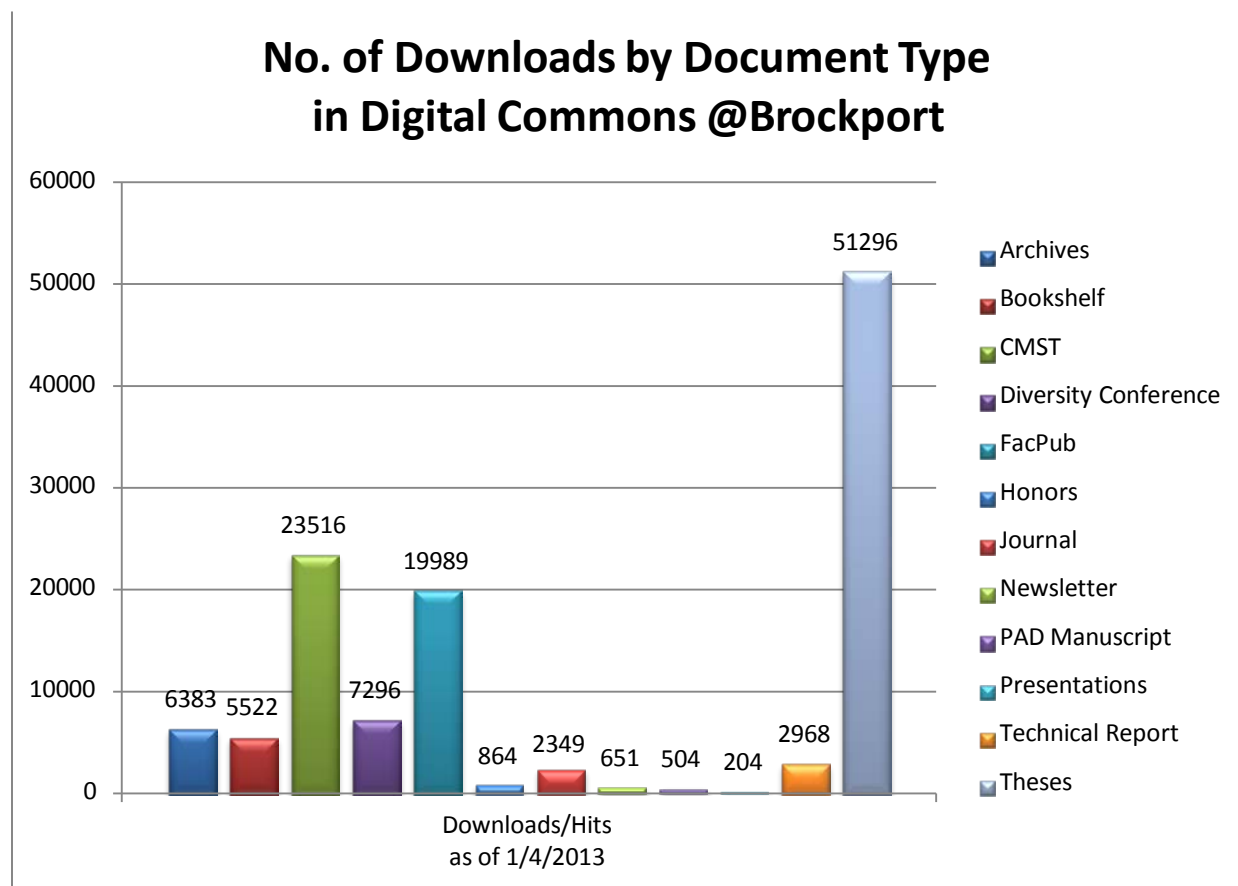


Exhibit 2: Download Counts by Document Type in Digital Commons as of 1/4/2013



### Exhibit 3: Author Report from bepress (courtesy of Dr. Joseph Makarewicz)

Dear author,

Your Author Dashboard shows you had 128 new downloads in the past month of your 37 papers in Digital Commons @Brockport. This brings your total readership to 220.

Readership Report highlight for this past month:

Lake Ontario Coastal Initiative Action Agenda

8 full-text downloads

1 full-text download from Penfield Library-SUNY Oswego

1 full-text download from the search term " coastal wetlands along lake ontario and the st. lawrence river in jefferson county, new york "

To learn more about your readers and how they found your work, use the link below.

[http://works.bepress.com/cgi/author\\_dashboard.cgi?.authP=authdash%2Cu%2C.authTX&u=1646720&author\\_emails\\_2012-04-09&authdash=z1&.authTX=1349392940&.authT=xUZ%2BO3m10BCsz5qEcsZMw8%2BS%2Bwej74](http://works.bepress.com/cgi/author_dashboard.cgi?.authP=authdash%2Cu%2C.authTX&u=1646720&author_emails_2012-04-09&authdash=z1&.authTX=1349392940&.authT=xUZ%2BO3m10BCsz5qEcsZMw8%2BS%2Bwej74)

These monthly reports are provided to you by bepress on behalf of Digital Commons @Brockport. For questions or comments, contact your repository administrator at [support@dc.bepress.com](mailto:support@dc.bepress.com). For technical assistance, contact [support@dc.bepress.com](mailto:support@dc.bepress.com).

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To opt out of this monthly report please log on to <http://works.bepress.com/myaccount.cgi>, click on "Research Alerts" and then uncheck the option that says "Please send me monthly hit reports for my articles".

### Exhibit 4: Discipline report from December 2012 for Life Sciences:

Congratulations,

The College at Brockport: State University of New York was among the most popular institutions in the [Life Sciences Commons](#).

Works from [Digital Commons @Brockport](#) ranked highly in 2 out of 112 disciplines this month. Below are links to the specific disciplines where you shine in case you want to share the good news on campus.

[Life Sciences](#)

[Kinesiology](#)

[Molecular and Cellular Neuroscience](#)





How will you know you have had an  
impact?



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“Besides enhancing the reputation of the college,...it now provides some information to people that **I’m a leader in the field...**

It’s also surprisingly led to a number of counties **coming forth and suggesting that they may be willing to fund some research and scholarship in these areas.**



And finally, one of the major concerns for me was that we had done about four million dollars worth of work in terms of government money...and now these historical data sets were in fact **available to the general public** as well as to agencies and **leads to development of policy and management in the area.”**

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## Digital Commons @Brockport

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Author FAQ  
Submit Research

Home > [WATER RESEARCH](#)

### STUDIES ON WATER RESOURCES OF NEW YORK STATE AND THE GREAT LAKES

The purpose of this collection is to serve as a central location for the compilation of research, results and data that have been completed on the North Coast, much of which is gray literature. By consolidating this information, we will be able to analyze and archive this information. This will also aid in the historical database that can be used for trend analysis as well as prevent redundancy in further research.

Browse the *Studies on Water Resources of New York State and the Great Lakes* Collections:  
[Articles and Newsletters](#)  
[Government Documents](#)  
[Technical Reports](#)

*Joseph Makarewicz, The College at Brockport*



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<http://padlet.com/wall/ydx0v0giir>

**WHERE DO YOU GO FROM HERE?**



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# Questions?

Kim Myers

Digital Repository Specialist

[kmyers@brockport.edu](mailto:kmyers@brockport.edu)

<http://digitalcommons.brockport.edu/>



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